

Company: Purpol Marketing Ltd, Chippenham, Wiltshire United Kingdom

Company Description: Purpol Marketing provides marketing director level expertise on a 'pay as you go' basis making professional advice tailored and affordable. They are experts in all areas of marketing and specialists in PQQ and Bid management on public procurement tenders, especially in the construction and manufacturing sectors and for SME'S. They measure success on how much their clients win.

Nomination Category: Individual Awards Categories

Nomination Sub Category: Mentor or Coach of the Year - Marketing/Public Relations/Social Media

Nomination Title: Denise O'Leary MBE, Founder, Purpol Marketing: Empowering Women in Marketing and STEM through Transformational Mentorship



HOW TO ENTER >

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated woman, OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the spaces below:

Written Response

3. Briefly describe the nominated individual: history and past performance (up to 200 words):

Total 196 words used.

Denise O'Leary MBE is the founder of Purpol Marketing Ltd, an award-winning consultancy specialising in bid strategy, ethical marketing, and SME development. She is also a strategic mentor and bid coach, helping businesses and non-profits secure public sector contracts and build resilience through values-led coaching. With a 92%+ win rate—and 100% in 2023—Denise has delivered over £4.4 billion in client opportunities across construction, third sector, and digital industries. Her mentoring blends strategic clarity, compassion, and commercial acumen, enabling women and underrepresented founders to thrive.

Appointed MBE in 2022 for services to construction and entrepreneurship, Denise retained chartered Marketer status for 20+ years. She has mentored 300+ individuals—including women in STEM and early-career marketers—and delivered 305+ work placements. Her free *KickStart Your Career* course is used by schools and mentoring networks, provided free in 2025 to help young people into work. Denise mentors through Small Business Britain, STEM networks, and college initiatives. Recognised as an MP HERO and named one of 2025's *Most Inspirational Women in STEM & Construction*, she also featured at the Women|Future Conference. Clients say Denise transforms lives- they don't just receive advice—they gain confidence, capacity, and clarity through her four-lens mentoring model.

4. Outline the nominee's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 249 words used.

Since July 2023, Denise O'Leary MBE has delivered transformational mentoring to over 240 start-up and scale-up entrepreneurs, women in STEM, and underrepresented professionals in marketing and construction. Her work with Small Business Britain and as a guest lecturer at the University of Bath has expanded national access to ethical marketing, career pathways, and inclusive leadership.

She mentored Cherishers 811 CIC, enabling £150k+ in new funding and launching inclusive services including warm rooms, therapeutic gardening, and trauma-informed care. At a national level, she made her *Kickstart My Career* course free to all UK youth during National Careers Week 2025, broadening employability access for thousands. Her leadership of one of the UK's largest Kickstart programmes placed 229 young people—75% moved into lasting employment.

In 2025, she featured at the Women|Future Conference and Stevie® "Winning Strategies" webinar, sharing her systems-level mentoring approach. She was profiled in *Business Matters* for advancing inclusive funding access for disability-inclusive enterprises. Her model reduces pressure on public services by enabling early, community-based intervention.

Recognised as an industry leader, Denise maintains 93% client retention, 94% satisfaction, and a +85 Net Promoter Score (NPS). She holds 5-star reviews across Glassdoor, Facebook, and Google, and is a sought-after voice in inclusive marketing, social innovation, and SME resilience. Her mentoring spans university students to seasoned founders—driving growth, confidence, and award-winning visibility.

- o "Denise's guidance played a key role in helping me navigate early career decisions." – Gariel Matthias
- o "She supports you to grow with insight—not trends." – Naomi Tyrrell, PhD

5. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words):

Total 247 words used.

Denise O'Leary MBE delivers mentoring that is purpose-led, performance-driven, and transformational—empowering women in marketing, PR, STEM, and social enterprise to lead with clarity, courage, and commercial confidence. Her mentoring is rooted in real-world impact, offered freely and inclusively, and always focused on tangible results.

Since July 2023, she has mentored over 240 start-up and scale-up entrepreneurs, prioritising women in underrepresented industries. Her mentees have secured £2.3 billion in market opportunities, grown visibility, won contracts, and turned vision into sustainable business models.

She mentors from lived expertise: having led a government-funded programme that placed 229 unemployed young people into roles, she now supports non-profits in creating inclusive employment pathways. Her *Kickstart My Career* course—developed by and for underrepresented youth—launched UK-wide in 2025 and is now used by schools, charities, and enterprise hubs.

She has:

- o Mentored 240+ women-led businesses and start-ups
- o Guided Cherishers 811 CIC to raise £150k+ and launch trauma-informed, inclusive services
- o Created toolkits supporting income diversification for social enterprises
- o Coached 10 women in STEM and construction to challenge male-dominated environments
- o Provided digital-first skills UK wide to young people through her free course
- o Delivered 20+ national and international keynotes
- o Recognised as an MP HERO, advocating inclusive business visibility
- o Maintained 5★ reviews, +85 NPS, and 94% satisfaction

Clients say:

"Denise didn't just help us raise funds—she helped us believe we could lead with confidence."

"You win the lottery if Denise is your mentor." – Ashley Leeds

In a commercialised coaching world, Denise builds futures—not just skillsets.

6. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 237 words used.

This nomination is supported by multiple attachments and media links that demonstrate Denise O'Leary MBE's transformative impact.

Attachments/Videos/Links:

- o Testimonials from Denise O'Leary MBE Mentees
- o Denise O'Leary Small Business Britain Coach Video – recorded at UK House of Lords
- o Purpol Marketing Media Coverage July 2023-2025
- o Winner AI Launch at Business Expo
- o Purpol Marketing Website – www.purpolmarketing.co.uk
- o NPS Net promotor scores - would you recommend our company

This nomination is supported by multiple attachments and media links that demonstrate Denise O'Leary MBE's transformative impact.

Videos:

WHO ARE CHERISHERS?! (YouTube) captures the lived experiences of beneficiaries impacted by Denise's work with Cherishers 811 CIC. Who are Cherishers <https://www.youtube.com/watch?v=g90yHv8TrPk>

Why Cherishers (YouTube) and *Who are Cherishers* (YouTube) illustrate how inclusive services and infrastructure, enabled by Denise's strategic mentoring and grant writing, directly support vulnerable individuals.

Why Cherishers — <https://www.youtube.com/watch?v=-AvPjORrHX4>

Social Media Evidence:

The *Cherishers Facebook page* (Facebook) visually documents community initiatives, such as warm rooms, art therapy, inclusive events, and crowd-funded activities—all delivered through the income streams and models Denise co-designed. <https://www.facebook.com/cherishers>

Photos (attached):

- o Images Include: Christmas Party, Art Class, Singing Class, Community Food Table, Warm Rooms, Bee Flower Garden, And Wellbeing Therapy—Representing Over £150,000 Raised And Activated through crowdfunds and grants, all written or mentored by Denise.

Together, these materials reinforce every major claim made in this entry—with visible, quantifiable, and third-party endorsed evidence.

Attachments/Videos/Links:

[Denise O'Leary MBE, Founder, Purpol Marketing: Empowering Women in Marketing and STEM through Transformational Mentorship](#)



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